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REVOCATION OF PRIOR POWER OF ATTORNEY AND APPOINTMENT OF NEW ATTORNEY	Application Number	09/216,206-Conf. #1079
	Filing Date	December 18, 1998
	First Named Inventor	Heidi Kay
	Title	OPTIMIZED INTERNET ADVERTISING USING
	Group Art Unit	3622
	Examiner Name	J. Myhre
	Attorney Docket No.	B2745.0025/P0025

I hereby revoke all powers of attorney previously granted and hereby appoint:

☐ Practitioners at Customer Number
OR
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Customer Number Bar Code

Name	Registration Number	Name	Registration Number
Gary M. Hoffman	26,411	Laurence E. Fisher	37,131
Thomas J. D'Amico	28,371	Deanna Allen	46,516
Donald A. Gregory	28,954	Ian R. Blum	42,336
James W. Brady, Jr.	32,115	Gabriela I. Coman	50,515
Mark J. Thronson	33,082	Catherine A. Ferguson	40,877
Eric Oliver	35,307	Ryan H. Flax	48,141

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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I am the:

☐ Applicant/Inventor.
☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	Benzion A. Wachsman
Signature	<i>Benzion Wachsman</i>
Date	July 17, 2003

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below.

☐ *Total of 1 forms are submitted.

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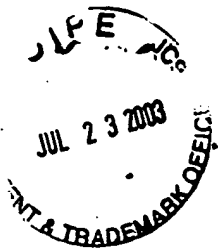


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REVOCATION OF PRIOR POWER OF ATTORNEY AND APPOINTMENT OF NEW ATTORNEY (Supplemental Sheet)		Attorney Docket No.	B2745.0025/P0025
Name	Registration Number	Name	Registration Number
Hua Gao	40,414		
Jon D. Grossman	32,699		
Richard LaCava	41,135		
Arthur M. Lieberman	20,042		
John C. Luce	34,378		
Peter McGee	35,947		
Edward A. Meilman	24,735		
Charles E. Miller	24,576		
Christopher A. Monsey	53,342		
Keith D. Nowak	27,367		
Elizabeth Parsons	52,499		
William E. Powell, III	39,803		
Joseph W. Ragusa	38,586		
Steven S. Rubin	43,063		
Michael J. Scheer	34,425		
Stephen A. Soffen	31,063		
Ellen S. Tao	43,383		
Gary L. Veron	39,057		
Michael A. Weinstein	53,574		
Steven I. Welsburd	27,409		
Peter Zura	48,196		
Jeremy A. Cubert	40,399		
Gianni Minutoli	41,198		
Michael Bergman	42,318		
Salvatore P. Tamburo	45,153		
Peter A. Veytsman	45,920		
Christopher S. Chow	46,493		



PTO/SB/96 (05-03)

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Heidi Kay, et al.Application No./Patent No.: 09/216,206Filed/Issue Date: December 18, 1998Entitled: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITESBEH Investments LLC

(Name of Assignee)

, a

Limited Liability Company

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Kay, Heidi, et al. To: Flycast Communications Corp.

The document was recorded in the United States Patent and Trademark Office at
Reel 9682, Frame 0336, or for which a copy thereof is attached.

2. From: Flycast Communications Corp. To: Engage Technologies

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3. From: Engage Technologies A.K.A. Engage, Inc. To: BEH Investments LLC

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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

July 17, 2003
Date(718) 851-8687

Telephone Number

Benzion A. Wachsman
Typed or printed nameBenzion Wachsman
SignatureAuthorized Signer for Assignee
Title

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